Join Us!

...as an Eat Smart. Play Hard.™

Power Partner!

USDA United States Department of Agriculture
Food and Nutrition Service

April 2008

MyPyramid.gov
STEPS TO A HEALTHIER YOU

The **EAT SMART. PLAY HARD.™** Campaign has been refreshed and refocused with new resources and a stronger brand identity. The Campaign tools and resources can be used to support your efforts to reach kids, their families, and the community! The Campaign spokescharacter, Power Panther, has undergone a makeover and is now older, stronger, wiser, and more powerful. He is now joined by his nephew, Slurp who adds a "comic relief" and appeal for younger kids. We have also updated your favorite **EAT SMART. PLAY HARD.™** materials.

Power Panther will continue to travel across the country to visit children and their families to encourage and motivate them to eat smart and play hard. Power Panther is ready to help State and local communities adopt a healthier lifestyle by following the recommendations in MyPyramid.

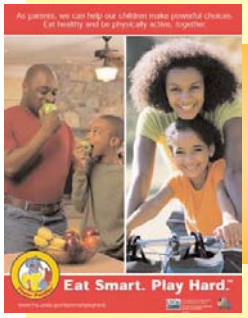
Together, the revitalized **EAT SMART. PLAY HARD.™** brand and resources provide a mechanism to reinvigorate national, State and local efforts to encourage healthy eating and physical activity through the nutrition assistance programs. The Campaign's resources promote the following key behaviors using targeted messages that can support numerous nutrition education efforts.

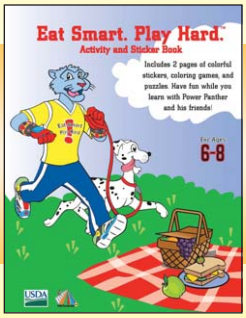
Behavior	**1. Eat fruits, vegetables, whole grains and fat-free or low-fat milk products every day.**
Messages	• Power Up with Breakfast • Grab Quick and Easy Snacks
Behavior	**2. Be physically active every day as part of a healthy lifestyle.**
Messages	• Move More. Sit Less. • Make Family Time An Active Time
Behavior	**3. Balance calorie intake from foods and beverages with calories expended.**
Messages	• Be a Role Model • Balance Your Day with Food and Play

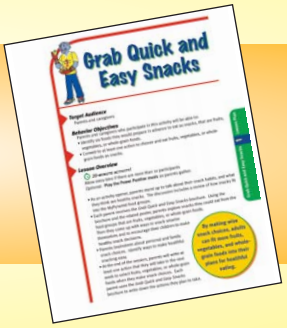
Some of the new and updated tools and resources include:

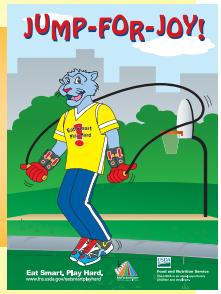
- lesson plans for kids that get them involved with hands-on learning
- a kids' website with interactive components that reinforce nutrition and physical activity lessons and connect with academic teaching goals
- lesson plans for parents that remind them how important they are as role models and that provide guidance to help them set a good example
- kids' stories including interactive Power Tales, Power Panther Comics, and Activity and Sticker Book
- a website for parents with recipes, tracking tools, and other helpful information
- a new user-friendly website for educators with updated resources and tips
- new posters, e-cards, public service announcements, clip art, e-cards, etc.
- promotional tools such as articles, tips and bright ideas for using resources

Integrated, ready-to-go tools for connecting with kids, families and the community.





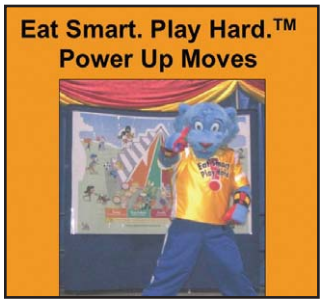


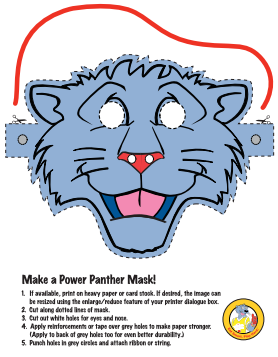


Also available are ready-to-go resources to support making it easier for Power Panther to "come alive" and participate in educational events. See Power Panther Corner on the website for the Tools for Power Panther Events http://www.fns.usda.gov/eatsmartplayhardeducators/powerpanther/ToolsforPowerPantherEvents.asp

Tools include:

- New scripts for introducing Power Panther and for helping kids and parents understand the MyPyramid guidelines too!
- New "Power Up Moves" exercise to use with kids or as an exercise break at meetings or conferences
- More costumes for State and local FNS Programs to support educational events
- Power Panther mask, gloves, and shoes so kids can "be like" Power Panther while singing his song
- Music and lyrics for songs, plus downloadable files of songs





Join Us as a Power Partner!

The Food and Nutrition Service invites State and local program cooperators to become an **EAT SMART. PLAY HARD.™** Campaign Power Partner. Power Partners are committed to providing comprehensive nutrition education to reach kids, the family, and the community. We welcome Power Partners who share our goals and interest in implementing interventions that focus on improving eating and physical activity behaviors.

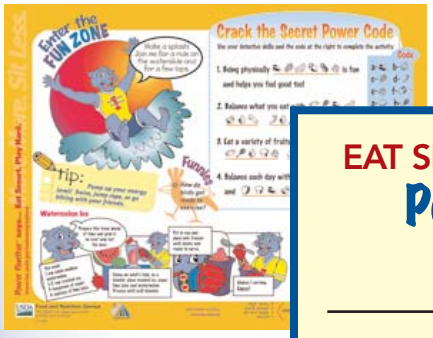
Why Be a Power Partner?

Power Partners can make things happen. We can get better results by working together and linking our efforts. Don't sit on the sidelines. Join the **EAT SMART. PLAY HARD.™** Campaign Power Partners and become part of a greater effort to help kids, their families, and their communities eat smart and play hard for a longer, healthier life.

Power Partner Benefits

To ensure that our limited resources are used effectively to get results, certain benefits will be "For Power Partners Only." Power Partners will also get priority for use of other resources. As a State or local Power Partner, you will:

- get priority for booking the Power Panther costumes and consideration for longer use periods
- receive free Campaign materials to support education activities outlined on your Power Partner Commitment Form
- be able to provide input on new initiatives and resources
- receive updates and advance notices regarding new Campaign resources and information
- be recognized as a Power Partner on our web page, in media events, and at national events
- have an opportunity to spotlight your activities on our website
- receive a signed Power Partner certificate and a unique identifier that confirms your partnership status.



Meeting the Challenge

Motivating children and adults to adopt healthy eating and physical activity behaviors is challenging and complex work. However, these challenges can be diminished when we work together! Together, we can implement **EAT SMART. PLAY HARD.™** in ways that give children and low-income families the skills, motivation, and confidence to make healthy eating choices. By helping families to connect with the various nutrition programs, we can also help them to get additional food resources they need. Campaign's new resources and tools can assist you in reaching kids, parents, and their communities where they live, learn, work, and play.

Get Involved and Enjoy the Rewards of Being a Power Partner!

Join us in implementing the **EAT SMART. PLAY HARD.™** Campaign in a more comprehensive and consistent way. Agencies and organizations that operate FNS programs in low-income communities have a unique opportunity to help economically disadvantaged groups adopt positive dietary and physical activity behaviors. You help participants make the connection between the program's food benefits and nutrition education services by using more integrated and comprehensive approaches. You also help empower parents and caregivers to be role models for healthy eating and physical activity.

Roles of EAT SMART. PLAY HARD.™ Power Partners

Roles and contributions of different Power Partners vary, but all are important. They can inform constituents about the Campaign and how to use it to get results, suggest ways to link with current and future Campaign activities, and provide constituents with periodic updates regarding **EAT SMART. PLAY HARD.™** Power Partners help guide and ensure that the Campaign resources are used effectively. They can also work together to reproduce resources that FNS does not provide.

You play an important role in using the Campaign to implement nutrition education programming aimed at improving eating and physical behaviors of the target audience of kids, low income families, and the communities in which they live. **EAT SMART. PLAY HARD.™** works with all the FNS nutrition assistance programs. For example, you can use the Campaign and its resources to:

- support the nutrition and physical activity component of School Wellness
- add a new twist to WIC education and counseling
- reach parents, children, and low-income communities served by the Food Stamp Program, Commodity Supplemental Food Program, and the Food Distribution Program on Indian Reservations
- motivate kids in child care, after school, and summer programs to adopt healthier behaviors.

Guidance on Effective Use of the EAT SMART. PLAY HARD.™ Brand

When planning your activities and events, make sure you fully embrace the **EAT SMART. PLAY HARD.™** brand. The brand is a relationship between the target audience, programs, services, institutions and the **EAT SMART. PLAY HARD.™** Campaign. The brand provides an identity which allows the children and families to recognize the Campaign as a source of information that encourages healthier eating and physical activity. The brand differentiates the **EAT SMART. PLAY HARD.™** Campaign from competing influences.

When developing materials using the **EAT SMART. PLAY HARD.™** brand, please comply with the following:

- avoid promoting brand-name products
- avoid portraying extreme or dangerous physical activities
- portray easily accessible and affordable foods or activities
- refer to the "Guidelines for Use of Eat Smart. Play Hard. Campaign Products" for detailed requirements and additional information on the brand at: http://www.fns.usda.gov/eatsmartplayhard/.


Guidelines for Use of
EAT SMART. PLAY HARD.™
Campaign Products

United States Department of Agriculture
Food and Nutrition Service

Purpose

Those guidelines outline who may use the products and trademarked and copyrighted materials of the EAT SMART. PLAY HARD.™ Campaign. FNS may periodically update these guidelines and expand allowable uses in the future.

Background

EAT SMART. PLAY HARD.™ is the United States Department of Agriculture (USDA), Food and Nutrition Service's (FNS) Campaign to promote healthy eating and encourage physical activity in children and low-income families. The primary target audience for the Campaign is children ages 8 to 10 eligible to participate in FNS nutrition assistance programs, their parents and other caregivers. However, many of the messages are appropriate for other segments of the FNS target populations and materials are available for other age groups.

This national, long term effort encourages people to adopt behaviors that are consistent with the Dietary Guidelines for Americans, MyPyramid, and My Pyramid for Kids. Campaign products and messages focus on four major themes: breakfast, snacking, physical activity and balancing eating and physical activity.

Power Panther™ is the national spokescharacter for EAT SMART. PLAY HARD.™ and is the only mascot along with Slurp™ that should be used with the slogan. The Campaign slogan, the Power Panther™ spokescharacter, Slurp™ and messages have been consumer-tested with the target audience.

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USDA United States Department of Agriculture Food and Nutrition Service

Next Steps -- Sign-up as a Power Partner

State and local agencies have a direct link to program participants and as such play a critical role by providing leadership and guidance regarding use of **EAT SMART. PLAY HARD.™** You ensure that resources are used effectively to get results. We all want to reach kids, parents, extended family, caregivers, and the community in ways that motivate them to take action and make positive lifestyle changes. Join now and reap the benefits.

- Complete the attached State/Local Power Partner Commitment Form
- Identify what you plan to do over the next 12 months
- Receive your Power Panther benefits and certificate
- Provide feedback on your activities to FNS

Power Partner Commitment Form
Eat Smart. Play Hard.™

The Food and Nutrition Service invites you to become an **EAT SMART. PLAY HARD.™** Power Partner. Complete this form and check what your agency will do over the next 12 months to promote healthy eating and physical activity behaviors. Email this form to Eatsmartplayhard@fns.usda.gov or fax it to 703-305-2576.

Primary Contact _____ Title _____
Organization/Dept. _____ Agency/Division _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____

Secondary Contact _____ Title _____
Organization/Dept. _____ Agency/Division _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____

ABOUT YOUR AGENCY

Which **USDA nutrition assistance program(s)** does your agency administer?
Check all that apply.

[ ] **NONE**	[ ] Child Nutrition/School Meals	[ ] Food Stamp Nutrition Education
[ ] WIC	[ ] WIC Farmers Market	
[ ] CACFP	[ ] Summer Food Service Program	[ ] FDPIR
[ ] CSFP	[ ] Food Stamp Program	[ ] TEFAP

[ ] Other – specify _____

Type of requesting agency: [Check only one]
State Government Agency _____ Local Government Agency _____
State/Local Non-Profit Organization _____

Other, please specify _____

Check all that apply. As an EAT SMART. PLAY HARD.™ Partner, we will:

Complete the Basic Requirements listed below (Choice A or B), and at least 2 optional requirements from __date__ to __date__ (must be completed in 12 months).

Basic Requirements:

☐ Choice A

- conduct 3-4 lessons for kids (including the take home and community components),
- sponsor at least one education/community wide program featuring Power Panther* that uses the Power Panther scripts, stories, and Power Up Moves,
- conduct a tour of the kids' Eat Smart. Play Hard.™ website. Have kids work in groups to provide feedback on each of the eight locations in the virtual community.
- conduct 1-2 Power Plan lessons for Parents.

☐ Choice B

- conduct 1-2 lessons for kids (including the take home and community components),
- sponsor at least one education/community wide program featuring Power Panther* that uses the Power Panther scripts, stories, and Power Up Moves,
- conduct 3-4 Power Plan lessons for Parents.

Note: The activities in either Choice A or B must be completed during a 6-8 week period of time to maximize impact.

Optional Requirements (Check at least two):

☐ Host a family "food tasting" night to make family members aware of the important role they play in promoting healthy eating and an active living environment; share resources and tips and conduct a tour of the parent web pages and resources. Include a taste test of the healthy, tasty, easy, and low cost recipes on the site.

☐ Conduct additional education sessions with children and or adults using the Power Plans or FNS My Pyramid for Kids lesson plans.

☐ Conduct (#) events using Power Panther*, the Power Panther scripts and related resources.

☐ Feature an article on **EAT SMART. PLAY HARD.™** in our publications.

☐ Play the audio **EAT SMART. PLAY HARD.™** PSAs

☐ Create a dance routine with our kids using the Power Panther songs.

☐ Encourage our band to learn and play the Power Panther song at school assemblies.

☐ Conduct trainings for staff on new **EAT SMART. PLAY HARD.™** resources.

☐ Include a link to **EAT SMART. PLAY HARD.™** on our website.

☐ Other, please describe_____

* Submit Costume Request and Agreement Form for your event at least 6-8 weeks in advance.

_____	_____	_____
Date	**Name (print or type)**	**Signature**

USDA Food and Nutrition Service

The USDA is an equal opportunity provider and employer.

Eat Smart. Play Hard.™

www.fns.usda.gov/eatsmartplayhard

MyPyramid.gov
STEPS TO A HEALTHIER YOU